NATIONAL CANNERS ASSOCIATION

Information Letter

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CONTENTS

	Page		Page
Progress of the radio campaign	1977	New South African pure food law effective April 1	1982
Truck crop markets	1978	Order affects rail-water rates to Pacific coast	1983
Business conditions	1979	Fruit in cold storage	1983
Federal prisons ask for canned food bids	1979	New bulletin issued on Mexican bean beetle	1983
Weather conditions	1980	Statistical circular on Alaska fisheries	1984
Peach crop prospects in southern states	1980	Pellagra preventive action of canned salmon	1984
Cherry crop prospects	1981	Control of cabbage maggot	1984
Pacific Northwest small fruit crops	1981		
Pimiento acreage in California	1982		

Progress of the Radio Campaign

The "Canny Cook News" has been a popular feature of the broadcasting campaign from its start. Originally it was planned that this little magazine would be sent out only on request from the radio audience for the individual issues as they were published. So popular was the magazine, however, that it was later decided to establish a permanent mailing list so that when those who had listened to the programs wrote in for the Canny Cook News they would be listed to receive all issues as they came out. That list now contains the names of about 20,000 women in all parts of the United States, who are interested not only in the news that the magazine gives about the guest speakers but also in the excerpts from their talks and the menu suggestions that appear in the publication.

Greater interest among retail dealers and better cooperation from them in the broadcasting campaign has been brought about through a circular issued last week to the brokers, announcing a plan by which brokers and jobbers may cooperate in furnishing the campaign headquarters with the names of retailers willing to use the Canny Cook Thrift Bank, "The Wonderful Story of Canned Foods," and the "227 Recipes" in connection with their store and window displays of canned foods. Brokers and jobbers, as well as the headquarters of the chain stores, are furnishing these lists of retailers, and the material is being sent out to them promptly, with the suggestion that the window or store display include a placard informing the customers of the store that they can obtain the bank and the booklets by writing to the National Canners Association and stating that they

have heard one or more of the programs of the Canny Cook Hour.

This plan is accomplishing two purposes, that of securing a wider interest among canned foods dealers and of increasing the number in the radio audience.

Truck Crop Markets

A marked decrease occurred during the week ended May 10 in carlot movement of spinach as the Virginia season waned, but the output of string beans increased greatly, particularly from Louisiana and Florida, according to the U. S. Market News service. About 60 cars of cherries moved from California during the week, and orange shipments from that state decreased to 765 cars, as against California and Florida output of 2,645 cars during the same period last season.

Grapefruit required only 31 cars, most of which was California stock. About 125 carloads of grapefruit arrived from Porto Rico.

Green pea shipments totaled 435 cars. California decreased to 215 cars, while South Carolina increased to 125 and North Carolina forwarded 85 cars. The Mississippi pea season was nearly finished.

Strawberry shipments held at a steady volume of 1,630 cars for the week, with decreases in Alabama and Louisiana but increases in Tennessee and the season opening in Missouri, Kentucky, Illinois, South Carolina and Virginia. Arkansas' shipments of 240 cars were only about one-third as heavy as during the same period last season. North Carolina shipped 300, Tennessee 475 and Louisiana 370 cars.

Shipments of apples were down to a daily average of 70 cars, about two coming from the West for each car from the East. Washington was credited with 250, New York with 85 and Virginia with 45 cars last week.

Because of the rapid increase in movement from the Rio Grande Valley which totaled 210 cars, and a continuation of 515 cars weekly from Florida, the total output of tomatoes was 740 cars, but imports from Mexico decreased to 120 cars.

Combined movement of 26 fruits and vegetables for the week increased only slightly to 15,815 cars and was still 3,700 lighter than a year ago.

CARLOT SHIPMENTS

Commodity	May 4-10 1930	Apr. 27 May 3 1930	May 5-11 1929	Total this season to May 10	Total last season to May 11	Total last season
Apples, total	424	711	427	100,740	126,085	127,530
Eastern states	135	195	221	50,625	62,026	62,708
Western states	289	516	206	50,115	64,059	64,822
Asparagus	102	232	115	2,451	1,715	2,110
Cabbage	761	1,101	1,094	10,774	16,152	44,218
Carrots	376	310	380	7,240	6,575	12,009
Cauliflower	24	62	205	9,429	9,488	9,898
Cherries	60	28	16	99	16	2,295
Green peas	436	439	269	2,738	2,079	5,197
Mixed vegetables:						
Domestic	869	819	830	13,838	13,771	32,430
Imports	8	16	10	380	191	216
Peppers:						
Domestic	104	78	98	1,007	1,358	3,288
Imports	8	9	6	227	270	290
Spinach	159	264	183	9,253	9,522	10,853
Strawberries	1,670	1,798	2,247	7,127	10,484	19,018
String beans	593	895	780	4,591	4,374	5,627
Tomatoes:						
Domestic	740	563	972	4,822	7,339	21,946
Imports	119	223	226	6,747	5,502	5,571

Business Conditions

According to the weekly statement of the Department of Commerce for the week ended May 11, business, as indicated by the volume of check payments, was more than 13 per cent greater than the week ended May 3, and 1 per cent greater than what it was for the same week in 1929.

Wholesale prices, still declining, showed a slight decline from the preceding week and were more than 7 per cent below the level of a year ago.

Bank loans and discounts, at the end of the week, while showing a slight decline from the previous period, were more than 3 per cent above those for a year ago. Prices for stocks showed a loss from the preceding week and were 11 per cent below the same week of 1929.

Movement of commodities by rail, as shown by the statistics of the latest reported week, was greater than the preceding week but less than movement a year ago.

CAR LOADINGS

	Total	Miscellaneous	Merchandise L. C. L.	Other
Week ended May 3	942,899	378,621	250,862	413,416
Preceding week	907,174	370,089	247,854	289,731
Corresponding week, 1929	1,051,985	415,735	265,585	370,619
Corresponding week, 1928	978,053	395,963	263,937	319,258

Federal Prisons Ask for Canned Food Bids

The Superintendent of Prisons, Department of Justice, Washington, is asking for bids on a quantity of canned foods, including tomatoes, corn, peas, string beans, spinach, catsup, hominy, beets, red kidney beans, pie peaches, apples, pumpkin,

blackberries, rhubarb, asparagus, apple butter, cherries, apricots, and salmon, for delivery f. o. b. freight station penitentiaries Leavenworth, Kansas, and Atlanta, Ga.; correctional institutions Chillicothe, Ohio, and Anderson, W. Va.; f. o. b. institution Detention Headquarters, 427 West Street, New York City; and f. o. b. freight station at Petersburg, Va., and Fort Bragg, N. C. The bids are to be opened at 11 o'clock A. M., June 4, and copies of the specifications and schedules on which to submit bids may be obtained from the Superintendent of Prisons at Washington.

Weather Conditions

Showers during the week ended May 13 brought at least temporary relief to droughty conditions in the lower Mississippi Valley, Tennessee, the northern portions of the east Gulf area, and the southern Appalachian Mountain sections, according to the U. S. Weather Bureau. In other eastern States, extending westward to Ohio, little or no relief from the drought was afforded. In these droughty areas Spring planting is being retarded, and germination and growth are slow. On the other hand, much of the heretofore dry section of the Southwest, especially Oklahoma and parts of the adjoining States, now has too much rain, with farm work retarded and considerable damage from washing soil, with local windstorms and hail.

Elsewhere over the eastern half of the country the weather of the week was generally favorable, unusually so in the Lake region where the season is now some 10 days or two weeks ahead of the average. Over central and northern sections of the trans-Mississippi area there was more or less delay to field operations by frequent rains, but the soil is now generally well supplied with moisture and crops, especially grass and small grains, are making good headway.

Peach Crop Prospects in Southern States

The condition of peaches in ten southern states was reported on May 1 at 44.5 per cent, according to the U. S. Department of Agriculture, as compared with 67.4 per cent last year and 73.8 per cent two years ago on May 1. The present condition indicates a crop of about 11,500,000 bushels, which would be about equal to the short crop produced in 1929 and about 35 per cent smaller than the 5-year average production.

The indications now point to a larger crop than last year in the five Coastal states from North Carolina to Alabama. In the remaining five states further west the prospects are for a

crop below that of 1929. Georgia prospects are for a larger crop than last year, but still about 32 per cent below the five-year average for that state.

Cherry Crop Prospects

The U. S. Department of Agriculture has issued a summary of reports on fruit crop prospects as of May 1st, from which the following statements regarding cherries are taken:

California.—The crop is very spotted. Bings and Blacks show the poorest condition and Royal Annes probably the best, although conditions vary in different cherry growing areas.

New York.—Condition is reported as 86 per cent. Prospects very good, except for sweet cherries in the Chautauqua section.

Pennsylvania.—Cherries were severely injured by the frosts beginning April 22. Slightly more than half a cherry crop for the state is anticipated.

Ohio.—Northern and northeastern Ohio may have from one-half to two-thirds of a crop; prospects in other districts are very poor.

Michigan.—Damage to the sour varieties in Berrien and Van Buren counties from the cold spell beginning April 21 was very severe. In other southwestern countries it was less severe and in northern districts very little damage occurred.

Wisconsin.—There seems to be a very good crop outlook in the commercial sections.

Colorado.—In districts where probably three-fourths of Colorado's cherries are produced the condition is at least 90 per cent of normal.

Utah.—The commercial areas in the center and south are reporting a good crop.

Washington.—About 70 per cent of the crop is expected in the counties south of Snake River, about 50 per cent in Benton County, 95 per cent in the Upper Yakima Valley, a full crop in the Wenatchee Valley, and about 80 per cent in the Spokane area.

Pacific Northwest Small Fruit Crops

Government crop reports as of May 1 furnish the following information on small fruits in the Pacific Northwest:

Strawberries.—Except in a very few localities it now appears that strawberry production will be less this year than last. Just how much less will depend on weather conditions.

With normal May weather, picking should be well under way in the packing areas before the close of the current month.

Red raspberries.—Raspberry prospects have improved somewhat over earlier indications. In the vicinity of Puyallup, Washington, it is expected that 1930 production will reach nearly normal tonnage, or an increase of 20 to 25 per cent over last year. Around Everett, Washington, and northward, prospects are about 75 per cent of normal, or about equal to 1929.

In the Gresham, Oregon, area, it now appears probable that this year's production will be about the same as last.

Blackberries.—Early season prospects seemed to indicate only a moderate amount of winter damage, but at present it appears that the western Washington crop will not be more than 35 to 40 per cent of normal. Under this condition, there will doubtless be a considerable harvesting of wild berries, hence this year's pack will not fall in proportion to the supply of cultivated berries.

Loganberries.—Oregon loganberries were pretty hard hit by the winter damage. It is doubtful if the 1930 crop will prove to be more than 50 per cent of normal. The 1929 crop was estimated at 75-80 per cent of normal.

Washington loganberries are mostly grown on the islands and nearby mainland of Puget Sound. They seem to have fared better than the Oregon logans.

Piemiento Acreage in California

Intended acreage for pimientos for canning in California is reported as 2,374 acres, as compared with 2,160 in 1929.

New South African Pure Food Law Effective April 1

The new South African Foods, Drugs and Disinfectants Act, which was passed by the 1929 session of Parliament, went into effect on April 1, according to information received by the Department of Commerce. The Act was passed to bring the food laws of the Union up to the general world standard of today, to ensure that nothing injurious or deleterious is sold, and to prevent fictitious and misrepresented articles being sold to the public under false pretenses.

The passing of the law had a beneficial effect upon manufacturing processes in the Union, even prior to the actual date of enforcement. There has been a decided decrease in the production of alleged "cure-alls," while the demand for such preservatives as formalin has fallen off to almost nothing. While

it is expected that it will be some months before the new act will be fully operative, it is understood that a close supervision is being immediately effective over manufacturers and large retailers, particularly as regards those establishments which are responsible for the labeling of goods.

Order Affects Rail-Water Rates to Pacific Coast

By an order issued by the Interstate Commerce Commission the Illinois Central Railroad is required to establish, on or before July 28, through rates and joint rail-water rates via New Orleans with the Luckenbach Gulf Steamship Company on certain commodities, including canned foods, from points on its line in Illinois, Indiana, Missouri and Kentucky to Los Angeles, San Francisco, and Oakland, which rates shall not exceed those maintained on similar commodities when interchanged by this railroad with the Redwood Line. The order also requires that the railroad shall maintain and apply the same terminal provisions and accord the same divisions in connection with such rates as are accorded to the Redwood Line.

Fruit in Cold Storage

Cold storage holdings of fruit on March 1, as reported by the Bureau of Agricultural Economics, were:

	May 1, 1930	May 1, 1929	5-year average
Apples:			
Barrels	229,000	319,000	470,000
Boxes	2,436,000	2,224,000	2,424,000
Baskets	760,000	590,000	466,000
Pears:			
Boxes	70,000	120,000	77,000
Barrels	.....	4,000	3,000
Frozen and preserved fruit (pounds)	32,477,000	41,392,000	29,517,000

New Bulletin Issued on Mexican Bean Beetle

A timely publication just issued by the Department of Agriculture is Farmers' Bulletin No. 1624, a revision of the Department's earlier bulletin on the Mexican bean beetle in the east.

The Mexican bean beetle is considerd the most serious insect enemy to beans in those parts of the United States which it inhabits, and the new bulletin not only discusses the life history and habits of the beetle, but also describes in detail the control measures that have been found effective. The bulletin furnishes the following summary of control measures:

The best control for the beetle is magnesium arsenate used at the rate of 2 pounds to 100 gallons of water, or 1 ounce to 3 gallons. Proper treatment when beetles are numerous results in an excellent crop of beans, whereas untreated fields are often completely destroyed.

The liquid must reach the underside of the leaves, and the spraying must be done thoroughly.

Begin spraying when the adults are found in the field or the eggs of the beetle become numerous on the undersides of the leaves.

One to three, sometimes four, applications are required, depending on the abundance of the insect.

Stop spraying snap beans when pods have begun to form.

As important as thorough spraying, is the destruction of the crop remains after harvest. Plow under all plant remnants at least 6 inches deep.

Dusting may be practiced but does not give as good results as spraying; and when calcium arsenate mixtures are used plant injury often results.

Arsenicals are poisonous. Handle them carefully and avoid accidents.

Statistical Circular on Alaska Fisheries

A summary of the statistics of the fisheries of Alaska in 1929 has been published as statistical Bulletin No. 873 of the U. S. Bureau of Fisheries. This bulletin shows that the canning industry ranked first among the wholesale and manufacturing industries. producing 258,120,063 pounds of fish products valued at $40,673,061.

Pellagra Preventive Action of Canned Salmon

In connection with studies relating to the pellagra preventive properties of various food substances the United States Public Health Service has recently announced that canned salmon (Alaska chum) contains the pellagra preventive factor. By reason of its potency in preventing pellagra and its availability in the preserved state, salmon may be considered a fair substitute for meat in the area of pellagra endemicity where meat is not readily available. The demonstration of the pellagra preventive value of canned salmon furnished further evidence of the soundness of the working hypothesis that black tongue in dogs is the analogue of pellagra in man.

Control of Cabbage Maggot

The cabbage maggot, rated as the most destructive pest of cabbage and cauliflower seedlings, can be effectively controlled either by growing the young plants under a cheesecloth screen or by applying corrosive sublimate solution about the base of the plants in open seedbeds, according to the Experiment Station at Geneva, N. Y. Heavy applications of tobacco dust will also check the maggot, but the treatment is probably too costly for practical purposes. Detailed directions on how to apply corrosive sublimate to secure best results and also on the construction of the cheesecloth screen are presented in Circular No. 76 issued by the Geneva Experiment Station.